

## For every stroke of *brilliance*

Natal Choline in a clinically backed form to support baby's cognitive function from infancy to early childhood when taken during pregnancy.\*



## Supplement Facts

Serving Size: Two (2) Vegan Capsules  
Servings Per Container: 30

	Amount Per Serving	%DV for Pregnant/ Lactating Women
Choline (as choline chloride) <sup>1</sup>	550 mg	100%

DV = Daily Value

**Other Ingredients:** Organic glycerin, vegan capsule (hypromellose), purified water.

## Key Ingredients & Benefits

### IMPROVE INFORMATION PROCESSING SPEED\*

A Choline form clinically backed to help improve baby's information processing speed in the first year of life when taken by mom during pregnancy.\*

### PROMOTE SUSTAINED ATTENTION\*

Choline helps promote sustained attention in early childhood when taken during pregnancy.\*

### CLINICALLY BACKED DOSE & FORM

Our Natal Choline is formulated with 550 mg of Choline as Choline Chloride, the same dose and form included in clinical research.\*

### BREAST MILK QUALITY\*

Taking Choline while nursing has been shown to increase choline content in breast milk, which is delivered from Mom to Baby.\*

## A Science-Backed Approach

Choline is an important nutrient from preconception to pregnancy and into lactation, but over 90% of women of reproductive age are not getting enough from their diet alone. Choline is delivered from Mom to baby during pregnancy via the placenta, and maternal choline supplementation during lactation increases breast milk choline content. Natal Choline is designed to complement a well-balanced diet, ensuring mothers receive a key nutrient they may not be getting enough of from food alone.\*

## We're Made Traceable®

100% of Ritual's active and other ingredients are Made Traceable™, meaning we publicly share the supplier name and final place of manufacturing for our active and other ingredients. Because transparency is great, but traceability means more—it's the very core of our commitment to quality, safety, and efficacy, and it's how we empower women to make informed choices about what they put into their bodies.

## Testing & Certifications

Each batch of Natal Choline undergoes extensive third-party testing to verify heavy metals, microbes, and heavy metals, ensuring that every lot meets industry regulations and reinforces our commitment to safety and efficacy. That's why we not only conduct our own testing but also achieved Clean Label Project Certification.

The Clean Label Project is considered one of the strictest for protecting consumers from harmful contaminants. It independently tests for 200+ environmental contaminants and harmful chemicals, such as heavy metals (such as lead and arsenic), pesticide residues, plasticizers, and antibiotic residues.